

# HUA (HELEN) WANG

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## EMPLOYMENT

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### University at Buffalo, The State University of New York (2010-present)

- Professor (with tenure), Department of Communication, 2023-present
- Associate Professor (with tenure), Department of Communication, 2016-2023
- Assistant Professor (tenure-track), Department of Communication, 2010-2016
- Affiliated Faculty, Department of Community Health & Health Behavior, 2010-present
- Affiliated Faculty, Global Health Equity Community of Excellence, 2017-present
- Affiliated Faculty, Immigrant and Refugee Research Institute, 2020-present
- Affiliated Faculty, The Institute of Artificial Intelligence and Data Science, 2021-present

### University of Southern California (2005-2010)

- Graduate Research Associate, Annenberg Center for the Digital Future, 2007-2010
- Graduate Research Associate, Annenberg Online Community Research Initiative, 2007-2010
- Graduate Research Associate, Annenberg Game Studies Group, 2006-2009
- Graduate Teaching Assistant, Annenberg School for Communication & Journalism, 2005-2010

### San Diego State University (2001-2005)

- Lead Administrative and Research Assistant/Telephone Survey Supervisor/ Interviewer, Social Science Research Laboratory, SDSU Foundation, 2002-2005
- Graduate Teaching and Research Associate, School of Communication, 2001-2004

## EDUCATION

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### Ph.D. Communication (2010) Annenberg School for Communication & Journalism

University of Southern California, Los Angeles, California, USA

Concentration: entertainment-education, communication technologies

Dissertation committee: Margaret McLaughlin (Chair), Michael Cody, Dmitri Williams, Tom Valente

Summer Doctoral Programme (2008) Oxford Internet Institute, University of Oxford, UK

Programme director: William Dutton; Special guest mentor: Sir Tim Berners-Lee

### M.A. Communication (2004) School of Communication

San Diego State University, San Diego, California, USA

Major: computer-mediated communication; Minor: educational technology

Thesis committee: Peter Anderson (Chair), Brian Spitzberg, Minjuan Wang

### B.A. Japanese Language and Culture (2000) College of Foreign Languages

Peking University, Beijing, China

## CERTIFICATES

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2023 Prevention of Sexual Exploitation and Abuse, UNICEF

2021 mHealth Research, National Institutes of Health mHealth Training Institute

2017 Mindfulness-Based Stress Reduction in Mind-Body Medicine, The Omega Institute

2016 Human-Centered Design, Power to Decide & IDEO

## HONORS

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### Research Awards

- Worldwide: Fulbright U.S. Scholarship, US-Norway Fulbright Foundation for Education Exchange, 2025-2026
- Association-wide: Outstanding Article of the Year, International Communication Association, 2018
- Association-wide: American Journal of Public Health Editor's Choice Award–Best Paper of the Year, American Public Health Association, 2017
- University-wide: UB Exceptional Scholars – Young Investigator Award, University at Buffalo, 2016
- Network-wide: Top Downloaded Research Paper, Social Science Research Network, October 2011
- Division-wide: Top Paper Award, Games Studies, International Communication Association, 2009
- Division-wide: Top Paper Award, Mass Communication, National Communication Association, 2008

### Academic Honors

- Fellow, Air Quality Ideas Lab, UB Community of Excellence for Global Health Equity, 2017
- Fellow, Food Equity Ideas Lab, UB Community of Excellence for Global Health Equity, 2017
- Only associate professor featured in the video UB 2020 “What is Excellence”, 2016
- An Anthology of Recognition: The Seventh Salute to UB authors, March 2016
- Positive Deviance and Liberating Structures Research Fellow, Social Justice Initiative, University of Texas at El Paso, 2012-2015
- Phi Kappa Phi Honor Society, University of Southern California Chapter, May 2010
- Academic Achievement Award (for international students), Office of International Services, University of Southern California, 2010
- Graduate Scholarship, Annenberg School for Communication & Journalism, University of Southern California, 2005-2010
- Certificate of Appreciation for market research, Career Services, San Diego State University, 2003
- Graduate Scholarship, School of Communication, San Diego State University, 2001-2004
- Outstanding Student of Peking University, Peking University, 1997
- You Da Academic Fellowship, Peking University, 1997-2000

### Service Recognitions

- SUNY Effective Online Practices Showcase with a summit speaker digital badge, “Inclusive and Interactive Online Learning through Liberating Structures,” 2021  
<https://www.youtube.com/watch?v=735r3fl7iEo>
- United University Professions (UUP) Discretionary Award, College of Arts and Sciences, University at Buffalo, 2013, 2016, 2018-2021
- Vola Mitchell International Scholarship in Voluntary Service, Phi Beta Delta Honor Society for International Scholars, 2003
- Excellence of the Month Award for telephone interviewers, Social Science Research Laboratory, San Diego State University, June 2003
- Prominent Contributor to China-Japan Cultural Exchange, Peking University, 2000
- Creativity Award for Student Activities, Peking University, 1999
- Student Services Award, Department of Oriental Studies, Peking University, 1998
- Excellent Student Leader, Peking University Student Union, 1998

## GRANTS

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### External Funding

- Expert Technical Advisory Board Member, *Effects of Gender Norms on Health and Livelihood Outcomes in LMICs*, (PI: Rebecka Lundgren, University of California San Diego), Bill & Melinda Gates Foundation Gender Norms and Learning Agenda, 1/1/2024-12/15/2025 (\$15,000USD)
- Co-Investigator, *Developing and Testing a Smart Phone Based Contraceptive Use Educational Intervention for African Immigrant Women with Low Literacy*, (PI: Kafuli Agbemenu, University at Buffalo, School of Nursing) National Institute on Minority Health and Health Disparities/NIMHHD (1R21MD017648-01A1), 7/19/2023-10/31/2025 (\$248,521USD)
- Principal Investigator, *BREAKAWAY in Peru: A pilot randomized controlled trial of a social impact game about gender-based violence among secondary school students*, Old Dart Foundation through Population Media Center, 4/30/2022-5/1/2023 (\$238,250USD; UB-subaward: \$86,838USD)
- Principal Investigator, *BREAKAWAY Assessment of Facilitator Training and Social Impact Game Play at Youth Camps in Guatemala*, Population Media Center, 4/15/2020-12/31/2021 (\$77,991USD)
- Advisor, *Healthy You, Healthy Future: A technology-based solution to create culturally and linguistically relevant opportunities and materials about sexual and reproductive health for young refugee women*, Department of Health and Human Services, Office of Adolescent Health through Power to Decide, Innovation Next, 2/6/2019-6/30/2020 (\$145,000USD)
- Principal Investigator, *Sex101 in Comics: Entertainment-education to empower young female refugees in the United States*, Advocates for Youth, 10/15/2018-2/29/2020 (\$50,000USD)
- Advisor, *International Convening on Investments in entertainment education as a way to catalyze and sustain social and behavior change*, Rockefeller Foundation, ITAD M&E Advisors Grant, 7/1/2016-7/31/2016 (\$1,200USD)
- Principal Investigator, *Juntos: A Neighborhood Storytelling and Action Network for Teen Pregnancy Prevention among Latino Youth*, Department of Health and Human Services, Office of Adolescent Health through The National Campaign to Prevent Teen and Unplanned Pregnancy, Innovation Next Stage One Award, 3/7/2016-8/31/2016 (\$80,000USD)
- International Collaborator, *Networked Individualism: A Study of Social Networks, Digital Media, International Ties, and Privacy*, (PI: Brent Berry, University of Toronto, Department of Sociology), Social Sciences and Humanities Research Council, 4/15/2015-4/14/2019 (\$153,358CAD)
- Consultant, *Community Pharmacists Trained in Pharmaceutical Care for Cancer Survivors*, (PI: Alice Ceacareanu, University at Buffalo, School of Pharmacy and Pharmaceutical Sciences), New York State Department of Health, C029525, 7/1/2014-6/30/2016 (\$530,022USD)
- Faculty Mentor, *Diversity Supplement for Integrating Social and Systems Science Approaches to Promote Oral Health Equity*, (PI: Northridge, New York University), National Institutes of Health/NIDCR (3R01DE023072-02S1), 6/1/2014-5/31/2016 (\$90,552USD)
- Principal Investigator, *Assessment of an Educational Game BREAKAWAY at Youth Camps in El Salvador*, Champlain College President's Cabinet, 10/17/2013-8/17/2014 (\$21,600USD)
- Principal Investigator, *Assessment of East Los High Web Series and Transmedia Extensions*, Population Media Center, 7/1/2013-12/31/2014 (\$56,265USD)
- Co-Investigator, *A Positive Deviance Approach to Increasing Familial Consent Rates for Organ Donation*, (PI: Ashley Anker, University at Buffalo, Department of Communication), Health Resources Services Administration, Division of Transplantation (R39OT25726), 9/1/2013-8/31/2016 (\$632,388USD)

Co-Investigator, *Integrating Social and Systems Science Approaches to Promote Oral Health Equity for Older Adults*, (PIs: Mary Northridge, New York University; Carol Kunzel, Columbia University, and Sara Metcalf, University at Buffalo, Department of Geography), National Institutes of Health (R01DE0230721), 9/1/2012-8/31/2017 (\$3,762,933USD; UB sub-award: \$1,257,924USD)

International Collaborator, *Digital Infrastructures: Access and Use in the Network Society*, (PI: Barry Wellman, University of Toronto, Department of Sociology), Social Sciences and Humanities Research Council, Graphics, Animation and New Media (GRAND) Network Centre of Excellence, 3/1/2010-2/28/2015 (\$250,000CAD)

PhD Student Investigator, *Wellness Partners*, (PIs: Marientina Gotsis, Tom Valente, University of Southern California); Robert Wood Johnson Foundation, 2008-2010 (\$199,088USD)

PhD Student Investigator, *Metalloman*, (PI: Ute Ritterfeld, University of Southern California), Annenberg Foundation, Annenberg Game Studies Group and National Science Foundation funded Integrated Media Systems Center, 2006-2007 (\$50,000USD)

Principal Investigator, Japan Studies, Japan Calbee Group, 1998 (¥2,000RMB)

### **Internal Funding**

Principal Investigator, *Decoding the “voicebook”: Quality assessment of human vs. AI coding in speech2text technologies*, UB-SIM Faculty Course & Research Grant, Summer 2026 (\$1,800 SGD)

Faculty Instructor, *From data science to social impact storytelling*, UB-SIM Faculty Course & Research Grant, Summer 2026 (\$1,000 USD)

Faculty Instructor, Extra service for designing and developing AI as a Medium and Communicator course (\$3,000 USD)

Principal Investigator, *MetaHumans as storytelling agents for social impact*, College of Arts and Sciences Recognizing Excellence Program for Prestigious Faculty Awards, 2025-2027 (\$7,500USD)

Co-Investigator, *Developing a smartphone-based family planning intervention for African refugee women with low literacy*, (PI: Kafuli Agbemeu, School of Nursing), Clinical and Translational Science Institute, University at Buffalo, 2020-2021 (\$50,000USD)

Principal Investigator, *Media effects of the controversial 13 Reasons Why Netflix original series*, College of Arts and Sciences, Department of Communication, University at Buffalo, Social Media Research Fund, 2017 (\$1,743USD)

Academic Advisor, Dissertation Fellowship for Doctoral candidate Yishin Wu, College of Arts and Sciences, University at Buffalo, 2017 (\$2,000USD)

Academic Advisor, Mark Diamond Research Fund for Doctoral candidate Yishin Wu, University at Buffalo, 2017 (\$500USD)

Academic Advisor, Mark Diamond Research Fund for Doctoral candidate Ji Hye Choi, University at Buffalo, 2017 (\$500USD)

Principal Investigator, Civic Engagement and Public Policy Research Dissemination Fellowship, University at Buffalo, 2014-2015 (\$5,000USD)

Principal Investigator, Civic Engagement Research Fellowship, University at Buffalo, 2012-2013 (\$5,000USD)

Principal Investigator, United University Professions Individual Development Award, University at Buffalo, 2012-2013 (\$2,000USD)

Principal Investigator, Annenberg Dissertation Research Grant, University of Southern California, 2010 (\$1,000USD)

Principal Investigator, Annenberg Trust, Annenberg Program on Online Communities Research Initiative, *The Guanxi Revolution: Emergence, Development, and Practices of Chinese SNS*, 2009-2010 (\$4,000USD) and 2010-2011 (\$5,895USD)

Principal Investigator, Annenberg Program on Online Communities Research Travel Award, University of Southern California, 2009 (\$1,200USD)

Principal Investigator, Annenberg Summer Doctoral Student Research Grant, University of Southern California, 2007-2009 (\$12,000USD)

Principal Investigator, Annenberg Doctoral Student Research Travel Award, University of Southern California, 2005-2010 (\$2,500USD)

Principal Investigator, Research Scholarship, Phi Beta Delta Honor Society for International Scholars, San Diego state University, 2002 (\$1,000USD)

## PUBLICATIONS

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4,039 citations on [Google Scholar](#) \* current graduate student co-author \*\* former graduate student co-author

### Books

**Wang, H.**, & Singhal, A. (under contract). *Entertainment-Education: Narrative Communication for Social and Behavior Change*. Routledge.

Coren, E., & **Wang, H.** (Eds.) (2024). *Storytelling to accelerate climate solutions*. Springer Nature. <https://link.springer.com/book/10.1007/978-3-031-54790-4> (over 194,000 accesses)

**Wang, H.** (Ed.) (2015). *Communication and "the good life"* (The International Communication Association theme book series), Peter Lang.

### Refereed Journal Articles

Evans, W. D., Larson, E. A., McClarnon, C. J., Hauer, M., Marian, M., Agha, S., Rimal, R., Cislighi, B., Costenbader, E., Riley, A. H., **Wang, H.**, Mukherjee, S., Smith, S., Davis, C. H., & Lundgren, R. (2025). Entertainment media and gender norm transformation interventions for young women and girls in sub-Saharan Africa: A systematic review. *Behavioral Sciences*, 15 (11), 1596. <https://doi.org/10.3390/bs15111596>

Harari, R., Ravandi, B., Nabiyouni, M., Altaweel, A., Modooshan, H. S., Karimi, H., & **Wang, H.** (2025). Presence vs. anonymity tradeoff: Contextual influences of avatar visual fidelity on physiological and psychological responses. *Computers in Human Behavior*, 166, 108596. <https://doi.org/10.1016/j.chb.2025.108596>

**Wang, H.**, Cummins, I., & Seko, Y. (2024). The representation of psychiatry and mental health in popular culture. *Frontiers in Psychiatry*, 15. <https://doi.org/10.3389/fpsy.2024.1432346>

Woelfel, J., Fink, E. L., Cai, D., Anderson, K., Iacobucci, A., **Wang, H.** (2024). Inertia in cognitive processes: The case of the COVID-19 vaccine. *Quality & Quantity: International Journal of Methodology*, 58, 1147-1161. <https://link.springer.com/article/10.1007/s11135-023-01684-x>

- Wang, H.,** Yue, Z., & S, D. (2023). Challenges with using popular entertainment to address mental health: A content analysis of Netflix series *13 Reasons Why* controversy in mainstream news coverage. *Frontiers in Psychiatry, 14*. <https://doi.org/10.3389/fpsyt.2023.1214822>
- Moore, M. M.\*\* , Green, M. C., Ophir, Y., & **Wang, H.** (2023). The effects of corrective strategies on romantic belief endorsement. *Communication Research, 51*(3), 285-309. <https://doi.org/10.1177/00936502221138428>
- Wang, H.,** Safer, D. L., Cosentino, M., Cooper, R., Van Susteren, L., Coren, E., Nosek, G., Lertzman, R., & Sutton, S. (2023). Coping with eco-anxiety: An interdisciplinary perspective for collective learning and strategic communication. *The Journal of Climate Change and Health, 9*, 100211. <https://doi.org/10.1016/j.jocl.2023.100211>
- Lutkenhaus, R.\*\* , **Wang, H.,** Singhal, A., Jansz, J., & Bouman, M. P. A. (2022). Using markers for digital engagement and social change: Tracking meaningful narrative exchange in transmedia edutainment with text analytics techniques. *Digital Health*. <https://doi.org/10.1177/20552076221107892>
- Wang, H.,** Gupta, S.\* , Singhal, A., Muttreja, P., Singh, S., Sharma, P., & Piterova, A. (2022). An artificial intelligence chatbot for young people’s sexual and reproductive health in India (SnehAI): Instrumental case study. *Journal of Medical Internet Research, 24*(1), e29969, <https://doi.org/10.2196/29969>
- Wang, H.,** Seth, A., Johri, M., Kalra, E., & Singhal, A. (2021). Communication infrastructure and community mobilization: The case of Gram Vaani’s COVID-19 Response Network for the marginalized in India. *The Journal of Development Communication, 32*(2), 73-86.
- Wang, H.,** & Parris, J.\*\* (2021). Popular media as a double-edged sword: An entertainment narrative analysis of the controversial Netflix series *13 Reasons Why*. *PLoS ONE, 16*(8), e0255610, <https://doi.org/10.1371/journal.pone.0255610>
- Wang, H.,** & Woelfel, J. (2021). Netflix series *13 Reasons Why* as compound suicide messages: Using the Galileo model for cognitive mapping and precise measurements. *Quality & Quantity: International Journal of Methodology, 56*, 751-768, <https://doi.org/10.1007/s11135-021-01145-3>
- Wang, H.,** Singhal, A., Muttreja, P., Vajpeyi, A., Laddha, R., Singh, S., Mazumdar, P. D., Srivastava, A., Rao, V., Saini, S., Rautela, D., & Seth, A. (2020). The power of narrative persuasion: How an entertainment-education serial drama tackled open defecation and promoted contraceptive use in India. *The Journal of Development Communication, 31*(2), 1-13.
- Agbemenu, K., Auerbach, S., Ely, G., Aduloji-Ajijola, N., & **Wang, H.** (2020). Family planning use trends in African refugee women. *Public Health Nursing, 37*(4), 478-486, <https://doi.org/10.1111/phn.12725>
- Wang, H.,** Wu, Y.\*\* , Choi, J. H.\*\* , & DeMarle, A. (2019). Players as transitional characters: How youth can “BREAKAWAY” from gender-based violence. *Well Played, 8*, 27-40. <https://doi.org/10.17613/z7v63-8rv67>
- Wang, H.,** Singhal, A. Quist, C.\*\* , Sachdev, A.\*\* , & Liu, S\* . (2019). Aligning the stars in *East Los High*: How authentic characters and storylines can translate into real-life changes through transmedia edutainment. *SEARCH Journal of Media and Communication Research, 11*(3), 1-22.

- Khalil, G. E.\*\*, **Wang, H.**, Calabro, K. S., & Prokhorov, A. V. (2019). Revealing users' experience and social interaction outcomes following a web-based smoking prevention intervention for adolescents: A qualitative study. *PLoS ONE*, *14*(10), e0223836, <https://doi.org/10.1371/journal.pone.0223836>
- Yue, Z.\*, **Wang, H.**, Singhal, A. (2019). Using television drama as entertainment-education to tackle domestic violence in China. *The Journal of Development Communication*, *30*(1), 30-44.
- Wang, H.**, Xu, W.\*\*, Saxton, G. D., & Singhal, A. (2019). Social media fandom for health promotion? Insights from East Los High, a transmedia edutainment initiative. *SEARCH Journal of Media and Communication Research*, *11*, 1-15.
- Wang, H.**, Wu, Y.\*\*, Choi, J. H.\*\*, & DeMarle, A. (2018). Players as transitional characters: How youth can "BREAKAWAY" from gender-based violence. *The 2018 Connected Learning Summit Proceedings*, 385. ETC Press.
- Wang, H.**, Choi, J. H.\*\*, Wu, Y.\*\*, & DeMarle, A. (2018). *BREAKAWAY*: Combating violence against women and girls through soccer video game and youth camps. *Health & New Media Research*, *2*(4).
- Wang, H.**, & Singhal, A. (2018). Audience-centered discourses in communication and social change: The "voicebook" of *Main Kuch Bhi Kar Sakti Hoon*, an entertainment-education initiative in India. *Journal of Multicultural Discourses*, *13*, 176-191, <https://doi.org/10.1080/17447143.2018.1481857>
- Wang, H.**, Zhang, R.\*, & Wellman, B. (2018). Are older adults networked individuals? Insights from East Yorkers' network structure, relational autonomy, and digital media use. *Information, Communication & Society*, *21*, 681-696, <https://doi.org/10.1080/1369118X.2018.1428659>
- Khalil, G. E.\*\*, **Wang, H.**, Calabro, K., Mitra, N., Shegog, R., Prokhorov, A. V. (2017). From the experience of interactivity and entertainment to lower intention to smoke: A randomized controlled trial of a web-based smoking prevention program for adolescents. *Journal of Medical Internet Research*, *19*(2), e44, <https://doi.org/10.2196/jmir.7174>
- Northridge, M. E., Kum, S. S.\*, Chakraborty, B., Greenblatt, A. P., Marshall, S. E., **Wang, H.**, Kunzel, C., Metcalf, S. S. (2016). Third places for health promotion with older adults: Using the consolidated framework for implementation research to enhance program implementation and evaluation. *Journal of Urban Health*, *93*, 851-870, <https://doi.org/10.1007/s11524-016-0070-9>
- Wang, H.**, & Singhal, A. (2016). *East Los High*: Transmedia edutainment to promote the sexual and reproductive health of young Latina/o Americans. *American Journal of Public Health*, *106*, 1002-1010, <https://doi.org/10.2105/AJPH.2016.303072>
- Wang, H.**, Chua, V., & Stefanone, M. A. (2015). Social ties, communication channels, and personal well-being: A study of the networked lives of colleges students in Singapore. *American Behavioral Scientist*, *59*, 1189-1202, <https://doi.org/10.1177/0002764215580590>
- Wang, H.**, Northridge, M. E., Kunzel, C., Zhang, Q.\*, Kum, S. S.\*, Gilbert, J. L.\*, Jin, Z.\*, Metcalf, S. S. (2015). Modeling social capital as dynamic networks to promote access to oral healthcare. *Lecture notes in computer science: Proceedings of 2016 International Conference on Social*

*Computing, Behavioral-Cultural Modeling & Prediction and Behavior Representations in Modeling and Simulation*. Springer, [https://doi.org/10.1007/978-3-319-39931-7\\_12](https://doi.org/10.1007/978-3-319-39931-7_12)

- Kum, S. S.\*, **Wang, H.**, Wang, P.\*, Jin, Z.\*, De La Cruz, L., Northridge, M. E., et al. (2015). The ElderSmile TimeMap: Benefits of connecting statistics with time and place. *American Journal of Public Health*, 105(9), 1748-1750, <https://doi.org/10.2105/AJPH.2015.302730>
- Metcalfe, S., Birenz, S. S., Kunzel, C., **Wang, H.**, Schrimshaw, E. W., Marshall, S. E., Northridge, M. E. (2015). The impact of Medicaid expansion on oral health equity for older adults: A systems perspective. *Journal of California Dental Association*, 43, 379-387.
- Kum, S.\*, **Wang, H.**, Jin, Z.\*, Xu, W.\*, Mark, J.\*, Northridge, M. E., Kunzel, C., Marshall, S. E., Metcalfe, S. S. (2015). Boundary objects for group model building to explore oral health equity. *System Dynamics Society 2015 International Conference Proceeding*.
- Rui, J.\*, & **Wang, H.** (2015). Social network sites and international students' cross-cultural adaptation. *Computers in Human Behavior*, 49, 400-411, <https://doi.org/10.1016/j.chb.2015.03.041>
- Lin, H.\*, & **Wang, H.** (2014). Avatar creation in virtual worlds: Behaviors and motivations. *Computers in Human Behavior*, 34, 213-218, <https://doi.org/10.1016/j.chb.2013.10.005>
- Metcalfe, S., **Wang, H.**, Kum, S.\*, Jin, Z.\*, Wang, P.\*, Widener, M., Kunzel, C., Marshall, S., & Northridge, M. (2013). Modeling social factors of oral health equity for older adults. In Pasupathy, R., Kim, S.-H., Tolk, A., Hill, R., & Kuhl, M. E. (Eds.), *Proceedings of the 2013 Winter Simulation Conference*, IEEE, 3994-3995.
- Valente, T., **Wang, H.**, Spruijt-Metz, D., Jordan-Marsh, M., & Gotsis, M. (2013). Networked networks: Changing health behaviors using a socially-networked game. *Annals of Behavioral Medicine*, 45(2), S66.
- Gotsis, M., **Wang, H.**, Spruijt-Metz, D., Jordan-Marsh, M., & Valente, T. (2013). Wellness Partners: Design and evaluation of a web-based physical activity diary with social gaming features for adults. *JMIR Research Protocols*, 2(1), e10, <http://doi.org/10.2196/resprot.2132>
- Wang, H.**, Meng, J., & Dong, F. (2012). Sharing as "frands:" Personified branding strategies on social network sites in China. *First Monday*, 17(5), <https://doi.org/10.5210/fm.v17i53718>
- Kim, S., & **Wang, H.** (2012). From television to the filming set: Korean drama *Daejanggeum* drives Chinese, Taiwanese, Japanese, and Thai audience to screen-tourism. *International Communication Gazette*, 74(5), 423-442, <https://doi.org/10.1177/1748048512445152>
- Wang, H.**, Chung, J. E., Park, N., McLaughlin, M. L., & Fulk, J. (2012). Understanding Online Community Participation: A Technology Acceptance Perspective. *Communication Research*, 39(6), 781-801, <https://doi.org/10.1177/0093650211408593>
- Chung, J. E., Park, N., **Wang, H.**, Fulk, J., & McLaughlin, M. L. (2010). Age differences in perceptions of online community participation among non-users: An extension of the technology acceptance model, *Computers in Human Behavior*, 26(6), 1674-1684, <https://doi.org/10.1016/j.chb.2010.06.016>

- Wang, H.,** & Wellman, B. (2010). Social connectivity in America: Change in adult friendship network size from 2002 to 2007. *American Behavioral Scientist*, 53, 1148-1169, <https://doi.org/10.1177/000276420356247>
- Ritterfeld, U., Shen, C., **Wang, H.**, Nocera, L., & Wong, W. L. (2009). Multimodality and interactivity: Connecting properties of serious games with educational outcomes. *CyberPsychology & Behavior*, 12, 691-697, <https://doi.org/10.1089/cpb.2009.0099> [PMID: 19903078]
- Wong, W. L., Shen, C., Nocera, L., Carriazo, E., Tang, F., Bugga, S., Narayanan, H., **Wang, H.**, & Ritterfeld, U. (2007). Serious video game effectiveness. *Proceedings of the International Conference on Advances in Computer Entertainment Technology*, 49-55.

### Book Chapters

- Coren, E., & **Wang, H.** (2024). What we need now to accelerate climate solutions. In E. Coren, & H. Wang (Eds.), *Storytelling to accelerate climate solutions* (pp. 421-438). Springer Nature.
- Spiegel, S., & **Wang, H.** (2024). Exploring climate science in the metaverse: Interactive storytelling in immersive environments for deep learning and public engagement. In E. Coren, & H. Wang (Eds.), *Storytelling to accelerate climate solutions* (pp. 365-378). Springer Nature.
- Wang, H.**, & Coren, E. (2024). Storytelling as a catalyst for climate communication and empowerment. In E. Coren, & H. Wang (Eds.), *Storytelling to accelerate climate solutions* (pp. 1-16). Springer Nature.
- Wang, H.** (2022). Mapping young female refugee's personal communication system for health promotion: A pilot project in the U.S. In D. Kim, & G. Kreps (Eds.), *Global Health Communication for Immigrants and Refugees: Cases, Theories, and Strategies* (pp. 78-93). New York: Routledge.
- Riley, A. H., Sood, S., & **Wang, H.** (2022). Entertainment-Education (Effects). In J. van Weert, E. Ho, C. Bylund, N. Bol, M D. Kruzel, & I. Basnyat (Eds.), *The International encyclopedia of health communication*. Wiley. <https://doi.org/10.1002/9781119678816.iehc0625>
- Wang, H.**, & Singhal, A. (2021). Mind the gap! Confronting the challenges of translational communication research in entertainment-education. In L. B. Frank & P. Falzone, (Eds.) (2021). *Entertainment-education behind the scenes: Case studies for theory and practice* (pp. 223-242). London, UK: Palgrave Macmillan.
- Wang, H.**, & Singhal, A. (2021). Theorizing entertainment-education: A complementary perspective to the development of entertainment theory. In P. Vorderer & C. Klimmt (Eds.), *The Oxford Handbook of Entertainment Theory* (pp. 819-838). New York: Oxford University Press.
- Wang, H.**, Choi, J. H.\*, Wu, Y. C.\*, & DeMarle, A. (2019). *BREAKAWAY*: A narrative-based digital game to educate youth about gender-based discrimination and violence. In K. Schrier (Ed.), *Learning, education, and games (Volume 3): 100 Games to Use in the classroom and beyond* (pp. 69-75). Pittsburgh, PA: ETC Press.
- Quan-Haase, A., Zhang, R.\*, Wellman, B., & **Wang, H.** (2019). Older adults on digital media in a networked society: Enhancing and updating social connections. In M. Graham & W. H.

- Dutton (Eds.), *Society and the Internet: How Networks of Information and Communication are Changing Our Lives* (2nd ed.) (pp.96-108). London, UK: Oxford University Press.
- Wang, H.**, & Singhal, A. (2018). Health promotion and social change through storytelling across communication platforms. In C. F. Parvanta & S. B. Bass (Eds.), *Health communication: Strategies and skills for a new era* (pp. 141-148). New York: Jones and Bartlett.
- Quan-Haase, A., **Wang, H.**, Wellman, B., & Zhang, R.\* (2018). Weaving family connections on and offline: The turn to networked individualism. In B. B. Neves & C. Casimiro (Eds.). *Connecting families? Information & Communication Technologies, Generations, and the Life Course* (pp. 57-77). Bristol: Policy Press and Bristol University Press.
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- Wang, H.** & Singhal, A. (2014). Digital games: The SECRET of alternative health realities. In D. K. Kim, A. Singhal, & G. L. Kreps (Eds.), *Health communication: Strategies for developing global health programs* (pp. 67-82). New York: Peter Lang.
- Wang, H.** (2013). Holistically educating graduate students using the Process Enneagram. In R. N. Knowles (Ed.), *The Process Enneagram: Essays on Theory and Practice* (pp. 94-107). Litchfield Park, AZ: Emergent Publications.
- Singhal, A., **Wang, H.**, Rogers, E. M. (2013). The rising tide of entertainment-education in communication campaigns. In R. Rice & C. Atkin (Eds.), *Public Communication Campaigns* (pp. 321-333). Thousand Oaks, CA: Sage.
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- Shen, C., **Wang, H.**, & Ritterfeld, U. (2009). Serious games and seriously fun games: Can they be one and the same? In Ritterfeld, U., Cody, M. J., & Vorderer, P. (Eds.) *Serious games: Mechanisms and effects* (pp. 48-62). New York: Routledge.
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## TECHNICAL REPORTS (\* indicates graduate student co-authors)

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- Wang, H.** with Mujica, M., Cereser, N., & López, P. (2023, January). *BREAKAWAY Peru Pilot Project Formative Research Report 2: Insights from Field Visits*. Submitted to Population Media Center and the Old Dart Foundation. [35 pages]
- Wang, H.** with Mujica, M., Cereser, N., & López, P. (2022, October). *BREAKAWAY Peru Pilot Project Formative Research Report 1: Insights from Key Stakeholders*. Submitted to Population Media Center and the Old Dart Foundation. [50 pages]
- Wang, H.** (2022, February). *BREAKAWAY gameplay and youth camp in the Guatemala pilot project: Program evaluation report*. Submitted to Population Media Center, Burlington, VT. [50 pages]
- Wang, H.,** & Singhal, A (2020, June). *A mixed-methods evaluation of Main Kuch Bhi Kar Sakti Hoon Season 3, a transmedia edutainment initiative to promote sanitation and family planning in India*. Submitted to the Population Foundation of India, New Delhi. [201 pages]
- Lutkenhaus, R.\*, & Bouman, M. with **Wang, H.** & Singhal, A. (2020, April). *Using markers for digital engagement with the audience of Main Kuch Bhi Kar Sakti Hoon Season 3, A transmedia entertainment education initiative for sanitation, family planning, and gender equality in India*. Submitted to the Population Foundation of India, New Delhi. [59 pages]
- Wang, H.** (2018, July). *RYMBI: Using human-centered design to promote sexual and reproductive health among refugees in the United States*. A report for Advocates for Youth and the International Rescue Committee-Atlanta, GA. [74 pages]
- Wang, H.,** & Singhal, A. (2017, May). *Unfurling the voicebook of Main Kuch Bhi Kar Sakti Hoon: Real-time audience engagement, rising fandom, and spurring of prosocial actions*. An independent research report submitted to the Population Foundation of India, New Delhi. [36 pages]
- Wang, H.,** Wu, Y. C.\*, & Choi, J. H.\* (2016, December). *BREAKAWAY Research Brief* for Emergent Media Center at Champlain College in Vermont, USA and the UNDP in El Salvador. [12 pages]
- Wang, H.,** & Singhal, A. with Quist, C.\*, Sachdev, A.\*, Xu, W.\*, Saxton, G. D. (2015, January). *Assessment of East Los High (Season 1): Using Transmedia Storytelling to Promote Safe Sex and Teen Pregnancy Prevention among Latino Communities in the U.S.* An integrated research report to the Population Media Center, Vermont. [250 pages]
- Cole, J. I., Suman, M., Schramm, P., Lunn, R., Zhou, L., Salvador, A., Chung, J., & **Wang, H.** (2010). *The 2010 Digital Future Report: Surveying the digital future-Year nine*. Annual report of the World Internet Project by Center for the Digital Future, Annenberg School for Communication & Journalism, University of Southern California.
- Cole, J. I., Suman, M., Schramm, P., Lunn, R., Salvador, A., Chung, J., Liu, J., **Wang, H.,** & Zhou, L. (2008). *The 2008 Digital Future Report: Surveying the digital future-Year seven*. Annual report of the World Internet Project by Center for the Digital Future, Annenberg School for Communication, University of Southern California.
- Cole, J. I., Suman, M., Schramm, P., Lunn, R., Salvador, A., Lee, S., **Wang, H.,** & Zhou, L. (2007). *The 2007 Digital Future Report: Surveying the digital future-Year six*. Annual report of the World Internet Project by Center for the Digital Future, Annenberg School for Communication, University of Southern California.

- Nije Bijvank, M. & **Wang, H.** (2007). Creating communication: Content, control, and critique. *Journal of Media Psychology*.
- Nije Bijvank, M. & **Wang, H.** (2007). The Annenberg Workshop on Games for Learning, Development & Change. *Journal of Media Psychology*.
- Wang, H.** (2005). *This is my professional life: A study of telephone survey interviewers in social science research*. Social Science Research Laboratory, San Diego State University.
- Wang, H.**, Heiligtag, J., Renick, J., & Schweppe, A. (2003). *On promotional mix*. Career Services, San Diego State University.

## CONFERENCE PRESENTATIONS

\*graduate student co-author \*\* former graduate student co-author

- Lattimer, T. A. \*\*, Tenzek, K. E., Ophir, Y., Green, M. C., & **Wang, H.** (2026, April). *Centering deaf voices in digital discourse: A thematic analysis of deaf engagement surrounding the #EndAlz campaign on social media*. Presented at Kentucky Conference on Health Communication biennial meeting, Lexington, KY.
- Agbemenu, K., Amutah-Onukagha, N., Ely, G., **Wang, H.**, Brown, T., Olurunsaiye, C., Nazarenko, D., Durfee, S., Ali, N. (2025, November). *Mobile-based video intervention for contraceptive education among US-based African refugee and immigrant women: Feasibility and acceptability testing*. International Conference on Family Planning (ICFP), Bogota, Colombia.
- Lattimer, T. A. \*, Tenzek, K. E., & **Wang, H.** (2025, May). *This Is US Alzheimer's storyline as entertainment-education: A narrative analysis*. Presented at the DC Health Communication conference, Fairfax, VA.
- Tenzek, K. E., Lattimer, T. A. \*, **Wang, H.** & Lapan, E.\* (2025, April). *Dying in Primetime: An analysis of This Is Us' portrayal of caregiving and advance Care planning with Alzheimer's Disease*. Moral Media Conference, Buffalo NY.
- Wang, H.** (2024, October). *Building the "voicebook" of the voiceless for large-scale real-time program evaluation*. Presented at the American Evaluation Association annual meeting, Portland, OR.
- Ji, Y., & **Wang, H.** (2024, April). Bad to be sad and mad? A narrative analysis of five major mental health storylines in Grey's Anatomy. Presented at Kentucky Conference on Health Communication biennial meeting, Lexington, KY.
- Tenzek, K. E., Lattimer, T. A.,\* Neurohr, M.\*, Lapan, E.,\* Gillis, S.\*, & **Wang, H.** (2023, November). *Recognize, accept, and make a plan: A qualitative analysis of This Is Us portrayals of Alzheimer's disease, caregiving, and advance care planning*. Presented at the National Communication Association annual meeting, National Harbor, MD.
- Woelfel, J., Anderson, K., Iacobucci, A., **Wang, H.**, Fink, E. L., & Cai, D. (2023, November). Inertia in cognitive processes: The case of the COVID-19 vaccine. Presented at the National Communication Association annual meeting, National Harbor, MD.
- Wang, H.** (2023, October). *BREAKAWAY: The generative power of story for deep learning and youth empowerment*. Presented at the American Evaluation Association annual meeting, Indianapolis, IN.
- Wang, H.**, & Singhal, A. (2023, May). *Rescripting cultural norms and discerning social impact: Markers for meaningful change*. Presented at the International Communication Association annual convention, Toronto.

- Lattimer, T.\*, **Wang, H.**, Tenzek, K., & Green, M. (2023, May). *What if I lose my identity as a Deaf person? An analysis of narrative mechanisms in the television series, Switched at Birth*. Presented at the International Communication Association annual convention, Toronto.
- Wang, H.**, Singhal, A., Muttreja, P., Singh, S., Sharma, P., & Piterova, A. (2022, December). *AI chatbot for youth engagement and sexual and reproductive health promotion*. Presented at the International Social and Behavioral Change Communication (SBCC) Summit, Morocco.
- Wang, H.**, DeMarle, A., & Stein, W. (2022, December). *BREAKAWAY: An entertainment-education game about violence against women and girls*. Presented at the International Social and Behavioral Change Communication (SBCC) Summit, Morocco.
- Wang, H.**, Gupta, S.\*, Singhal, A., Muttreja, P., Singh, S., Sharma, P., & Piterova, A. (2021, April). *SnehAI: Using a media character-based chatbot to engage Indian youth in sex communication*. Virtual poster presented at the DCHC Conference on Health Communication.
- Lee, D.\*\* , Stefanone, M. A., **Wang, H.** (2020, November). *Politically skilled online audience management: Individual differences mediating online audience effect*. Paper presented at the National Communication Association annual meeting virtual presentation due to COVID-19.
- Wang, H.**, Woefel, J., Singhal, A., Srivastava, A., & Dasgupta, P. (2020, February). Galileo Model of Cognitive Mapping in Program Evaluations. Poster presented at Innovations Bazaar at EvalFest 2020 – Evidence Building for Achieving SDGs organized by Evaluation Community of India.
- Wang, H.** (2019, November). *Using transmedia edutainment to tackle complex health issues*. Presentation at the American Public Health Association annual meeting, Philadelphia, PA.
- Wang, H.**, & Yue, Z.\* (2019, November). *Sexual violence among American college students: Campus education, self-reported victimization, and academic impact (2009-2015)*. Presentation at the American Public Health Association annual meeting, Philadelphia, PA.
- Wang, H.** (2019, March). *Mapping personal communication systems: What can social media do for young refugees?* Presentation at the iConference international workshop on Charting the Future of Forced Migration Research in Information Science, Washington DC.
- Wang, H.**, Spitz, A., & Davis, L. (2018, November). *Challenges and opportunities for promoting sexual and reproductive health among young adult refugees in the United States*. Presentation at the American Public Health Association annual meeting, San Diego, CA.
- Wang, H.**, & Woelfel, J. (2018, September). *Reasons for concern? Group comparisons through cognitive mapping*. Paper presented at the CDC National Conference on Health Communication, Media & Marketing, Atlanta, GA.
- Chu, H.\*, Gruzd, A., & **Wang, H.** (2018, September). *Many reasons why? The dynamic of viewer discussions on r/13ReasonsWhy subreddit*. Paper presented at the CDC National Conference on Health Communication, Media & Marketing, Atlanta, GA.
- Yue, Z.\*, S, D.\*\* , & **Wang, H.** (2018, September). *What is the reason why? How the mainstream news media covered 13 Reasons Why*. Paper presented at the CDC National Conference on Health Communication, Media & Marketing, Atlanta, GA.

- Parris, J.\*, & **Wang, H.** (2018, September). *Not your typical teen drama? An analysis of the entertainment content in 13 Reasons Why*. Paper presented at the CDC National Conference on Health Communication, Media & Marketing, Atlanta, GA.
- Wang, H.**, Wu, Y.\*, Choi, J. H\*., & DeMarle, A. (2018, August). *Players as transitional characters: How youth can "BREAKAWAY" from gender-based violence*. Paper presented at the Connected Learning Summit, Massachusetts Institute of Technology, Boston, MA.
- Wang, H.**, Chu, H.\* , & Gruzd, A. (2018, July). *From 13 Reasons Why to Suicide Watch: Reddit discussions about the controversial Netflix series*. Poster to be presented at the Social Media & Society International Conference, Copenhagen, Denmark.
- Wellman, B., Quan-Hasse, A., **Wang, H.**, & Zhang, R.\* (2018, July). *How older adults network and use digital media in East York, Toronto*. ISA World Congress of Sociology, Toronto, Canada.
- Wang, H.**, Liu, S.\* , & Bouman, M. (2018, April). *Digital entertainment as an alternative to sex ed: Examples from the Netherlands, the United States, and China*. Presentation at the International Social and Behavior Change Communication Summit, Nusa Dua, Indonesia.
- Khalil, G. E.\*\* , **Wang, H.**, Calabro, K. S., & Prokhorov, A. V. (2017, November). *A qualitative examination of adolescents' experience and social interaction outcomes following an interactive and entertaining smoking prevention intervention*. Paper presented at the National Communication Association annual meeting, Dallas, TX.
- Yue, Z.\* , & **Wang, H.** (2017, August). *Don't Respond to Strangers: How a groundbreaking television drama serial helped to raise awareness of domestic violence in China*. Paper presented at the Association of Education for Journalism and Mass Communication annual meeting, Chicago, IL.
- Liu, S.\* , & **Wang, H.**, Chu, H.\* (2017, August). *Dad, Where Are We Going? Analyzing the Popular Chinese Reality Show from a Communication Perspective*. Paper presented at the Association of Education for Journalism and Mass Communication annual meeting, Chicago, IL.
- Wellman, B., Quan-Haase, A., Mo, G. Y., **Wang, H.**, & Zhang, R.\* (2017, August). *Connected seniors: How older adults exchange social support on and off-line*. Paper presented at the American Sociological Association annual meeting, Montreal, Canada.
- Wang, H.**, Wellman, B., & Zhang, R.\* (2017, July). *Better connected? Insights on how social is social media for older adults in Toronto*. Paper presented as part of the panel "Connected Seniors: Wearables, Apps, and Social Media Barriers and Opportunities" at the Social Media & Society Conference, Toronto, Canada.
- Quan-Haase, A., **Wang, H.**, Wellman, B., Mo, G. Y., & Zhang, R.\* (2017, June). *Connected and networked seniors*. Paper presented at the Sunbelt International Network of Social Network Analysis meeting, Beijing, China.
- Quan-Haase, A., **Wang, H.**, Wellman, B., Zhang, R.\* , Mo., G. Y. (2017, May). *Coming of old age in the digital era: The turn to networked individualism*. Paper presented at the International Communication Association annual meeting, San Diego, CA.

- Zhang, Q.\* , Gilbert, J., L.\* , Jin, Z.\* , Northridge, M. E., Kunzel, C., **Wang, H.**, & Metcalf, S. S. (2017, April). *Modeling the dynamics of oral health disparities in aging adult populations*. Paper presented at the American Association of Geographers annual meeting, Boston, MA.
- Northridge, M. E., Kum, S. S.\* , Chakraborty, B., Greenblatt, A. P., Marshall, S. E., **Wang, H.**, Kunzel, C., Metcalf, S. S. (2016, December). *Third places for health promotion with older adults: Using the consolidated framework for implementation research to enhance program implementation and evaluation*. The 9<sup>th</sup> Annual Conference on the Science of Dissemination and Implementation in Health, Washington D.C.
- Wang, H.**, Northridge, M. E., Kunzel, C., Zhang, Q.\* , Kum, S. S.\* , Gilbert, J. L.\* , Jin, Z., & Metcalf, S. S. (2016, June). *Modeling social capital as dynamic networks to promote health equity*. Paper presented at the International Conference on Social Computing, Behavioral-Cultural Modeling & Prediction and Behavior Representations in Modeling and Simulation, Washington D.C.
- Wu, Y.\* , **Wang, H.**, Choi, J.\* , & DeMarle, A. (2016, June). *The effect of BREAKAWAY gameplay on bullying victimization self-efficacy among youth in El Salvador*. Paper presented at the International Communication Association annual meeting, Fukuoka, Japan.
- Choi, J.\* , **Wang, H.**, Wu, Y.\* , & DeMarle, A. (2016, June). *BREAKAWAY: An educational game tackling gender-based stereotypes among youth*. Extended abstract presented at the Games Studies Preconference of the International Communication Association annual meeting, Fukuoka, Japan.
- Wang, H.**, Quist, C., Singhal, A., & Liu, S.\* (2016, April). *In their own words: Audience response to East Los High, an edutainment teen drama to promote safe sex among young Latina Americans*. Poster presented at the 14<sup>th</sup> Kentucky Conference on Health Communication, Lexington, KY.
- Jin, Z.\* , Gilbert, J. L.\* , Kum, S. S.\* , Zhang, Q.\* , **Wang, H.**, Kunzel, C., Northridge, M. E., & Metcalf, S. S. (2016, March). *Modeling multi-scalar factors of oral health equity for older adults*. Paper presented at the American Association of Geographers annual meeting, San Francisco, CA.
- Khalil, G. E.\*\* , **Wang, H.**, & Prokhorov, A. (2016, March). *The need for social interaction during interventions for smoking prevention among adolescents*. Poster presented at the Society for Research on Nicotine & Tobacco annual meeting, Chicago, IL.
- Khalil, G. E.\*\* , **Wang, H.**, & Prokhorov, A. (2016, March). *Interactivity and entertainment in an online program for smoking prevention among adolescents: A randomized controlled trial and intention to smoke*. Poster presented at the Society for Research on Nicotine & Tobacco annual meeting, Chicago, IL.
- Wang, H.**, & Singhal, A. (2015, November). *Using transmedia storytelling to promote safe sex and teen pregnancy prevention among Latino youths in the U.S*. Paper presented at the 101<sup>st</sup> National Communication Association annual meeting, Las Vegas, NA.
- Kum, S.\* , **Wang, H.**, Jin, Z.\* , Xu, W.\* , Mark, J.\* , Northridge, M. E., Kunzel, C., Marshall, S. E., Metcalf, S. S. (2015, July). *Boundary objects for group model building to explore oral health equity*. Paper presented at the 33<sup>rd</sup> International conference of the System Dynamics Society, Cambridge, MA.

- Wang, H.**, Rienti, M., Jr.\* , Kum, S.\* (2014, November). *Local stories, national concerns and global reach: East Los High for safe sex promotion and teen pregnancy prevention*. Presented at the 142<sup>nd</sup> American Public Health Association Annual Meeting & Expo, New Orleans, LA.
- Kum, S.\* , Northridge, M. E., **Wang, H.**, Kunzel, C., Marshall, S., Widner, M., Wang, P., Jin, Z.\* , & Metcalf, S. S. (2014, November). *Spatial systems science for oral health promotion among older adults*. Presented at the 142<sup>nd</sup> American Public Health Association Annual Meeting & Expo, New Orleans, LA.
- Wang, H.**, Xu, W.\* , & Saxton, G. D. (2014, November). *Cultivating a fan base on Facebook for public health promotion: The case of East Los High*. Poster presented at Medicine 2.0 International Conference, Maui, HI.
- Wang, H.**, DeMarle, A., Choi, J.\* , & Wu, Y.\* (2014, October). *BREAKAWAY: Combating violence against women and girls through soccer video game and youth camps*. Paper presented at Meaningful Play 2014 conference, East Lansing, MI.
- Choi, J.\* , & **Wang, H.** (2014, October). *Factors affecting active video gaming in adolescence*. Poster presented at Meaningful Play 2014 conference, East Lansing, MI.
- Wang, H.**, Xu, W.\* , & Saxton, G. D. (2014, September). *Network structures for a better Twitter community*. Presented at the Social Media & Society International Conference, Toronto, Canada.
- Wang, H.** (2014, May). *Conditions of a good life of the iGeneration*. Presented at the 64<sup>th</sup> International Communication Association annual conference theme session, Seattle, WA.
- Wang, H.**, Singhal, A., & Quist, C. (2014, April). *East Los High: A Transmedia Entertainment-Education Program for Latino Teen Pregnancy Prevention Empowered by Community Partnerships*. Poster presented at the Kentucky Conference on Health Communication, Lexington, KY.
- Wang, H.**, Chua, V., & Stefanone, M. A. (2014, February). *Personal networks, communication multiplexity, and well-being: An examination of networked individualism among college students in Singapore*. Paper presented the 34<sup>th</sup> Sunbelt Social Networks Conference of International Network for Social Network Analysis, St. Pete Beach, FL.
- Metcalf, S., **Wang, H.**, Kum, S.\* , Jin, Z.\* , Wang, P.\* , Widener, M., Kunzel, C., Marshall, S., & Northridge, M. (2013, December). *Modeling social factors of oral health equity for older adults*. Poster presented at the Winter Simulation Conference, Washington DC.
- Wang, H.**, Rui, J.\* , & Stefanone, M. (2013, November). *Exploring the nature of networked individuals: Social structures, communication multiplexity, and personal well-being*. Paper presented at the National Communication Association annual meeting, Washington DC.
- Rui, J.R.\* , & **Wang, H.** (2013, November). *Social network sites and international students' cross-cultural adaptation*. Paper presented at the National Communication Association annual conference, Washington, DC.
- Kwak, Y.\* , & **Wang, H.** (2012, November). *The moderating roles of product involvement and information processing ability on perceived credibility of consumer product reviews*. Paper presented at National Communication Association annual meeting, Orlando, FL.

- Morey, O., & **Wang, H.** (2012, October). *Mapping the social informatics web for women at high risk of poor pregnancy in Buffalo*. Poster presented at the Social Informatics Research Symposium, Baltimore, MD.
- Wang, H.**, Gotsis, M., Jordan-Marsh, M., Spruijt-Metz, D., & Valente, T. (2012, October). *Leveling up: Game enjoyment threshold model and player feedback on the design of a serious game*. Paper presented at Meaningful Play 2012 conference, East Lansing, MI.
- Gotsis, M., **Wang, H.**, Spruijt-Metz, D., Jordan-Marsh, M., & Valente, T. (2012, June). *Effectiveness of a Web-Based Socially-Networked Physical Activity Diary with Game Features*. Paper presented at the annual Games for Health Conference, Boston, MA.
- Quagliata, A. B.\* & **Wang, H.** (2012, May) *Imagine Your Future: Inspiring American youth toward innovative careers*. Paper presented at the International Communication Association annual meeting, Phoenix, AZ.
- Spruijt-Metz, D., Gotsis, M., Jordan-Marsh, M., **Wang, H.**, & Valente, T. (2011, December). *Wellness Partners*. Paper presented at mHealth Summit, Washington DC.
- Wang, H.** (2011, October). *Networked play to build personal wellness communities*. Health Communication Working Group solicited session on Social and Mobile Media to Improve Community and Individual Health at the American Public Health Association annual meeting, Washington D.C.
- Fan, D., & **Wang, H.** (2011, September). *Visions and praxes: The trajectories of Chinese SNS trailblazers*. Paper presented at A Decade in Internet Time: Symposium on the Dynamics of the Internet and Society, Oxford, United Kingdom.
- Wang, H.**, Meng, J., & Dong, F. (2011, June). *Sharing with "frands:." Personified organization-public communication on social network sites*. Paper presented at the 5th International Conference on Communities & Technologies, Organizations and Social Network Sites Workshop, Brisbane, Australia.
- Kim, S., & **Wang, H.** (2011, May). *The Impact of audience involvement in television serial drama on screen-tourism experience*. Paper presented at the International Communication Association annual conference, Boston, MA.
- Hou, J., & **Wang, H.** (2011, May). *Networked play as online community participation: Uses and gratifications of social games*. Paper presented at CHI Social Games Workshop, Vancouver, Canada.
- Gotsis, M., **Wang, H.**, Spruijt-Metz, D., Jordan-Marsh, M., & Valente, T. (2011, April). *Promoting active lifestyles through social networking and digital gaming*. Poster presented at D.C.-area Health Communication Conference, Fairfax, VA.
- Wang, H.**, Gotsis, M., Jordan-Marsh, M., Spruijt-Metz, D., & Valente, T. (2011, February). *Networked play for health: Promoting physical activity through a social game*. Paper presented at the Sunbelt Social Networks Conference of International Network for Social Network Analysis, St. Pete Beach, FL.
- Gotsis, M., Jordan-Marsh, M., Graner, W., Antonisse, J., Hughes, D., Spruijt-Metz, D., **Wang, H.**, & Valente, T. (2010, October). *The Wellness Partners collaboration:*

- Intervention and study design from scratch*. Poster presented at Meaningful Play 2010 conference, East Lansing, MI.
- Wang, H.** (2010, May). *Hedonic processing of narrative persuasion*. Paper presented at the 2<sup>nd</sup> Annual Community-Research Forum “Improving Health Literacy in LA County: A Multi-disciplinary, Multi-sector Challenge,” Los Angeles, CA.
- Wang, H.,** Chung, J. E., Park, N., McLaughlin, M. L., & Fulk, J. (2009, November). *A model of technology acceptance of online community participation*. Paper presented at the National Communication Association annual conference, Chicago, IL.
- Chung, J. E., Park, N., & **Wang, H.** (2009, August). *Age differences participation in online communities: An extension of technology acceptance model*. Paper presented at the Association of Education, Journalism, and Mass Communication annual conference, Boston, MA.
- Ritterfeld, U., Shen, C., **Wang, H.,** Nocera, L., & Wong, W. L. (2009, May). *Multimodality and interactivity: Connecting properties of serious games with educational outcomes*. Paper presented at the International Communication Association annual conference, Chicago, IL.
- McLaughlin, M. L., Frank, L. B., Chung, J. E., Pan, S., Phua, J. J., Sen, N., & **Wang, H.** (2009, May). *Modes of online health information acquisition*. Paper presented at the International Communication Association annual conference, Chicago, IL.
- Wang, H.** (2008, November). Mapping the communication infrastructure of Chinese urban youth: A pilot study among Beijing high school students. Paper presented at the National Communication Association annual conference, San Diego, CA.
- Wang, H.** & Wellman, B. (2008, May). *Internet and an increasingly connected life in America: Trend spotting through a year-to-year comparison between 2002 and 2007*. Paper presented at the International Communication Association annual conference, Montreal, Canada.
- Wang, H.** (2008, May). *Hedonic processing of narrative persuasion: An examination of Dae Jang Geum for social change*. Paper presented at the International Communication Association annual conference, Montreal, Canada.
- Wang, H.** & Wellman, B. (2008, January). *Social connectivity in American: On and offline*. Paper presented at the International Sunbelt Social Network Conference, St. Pete Beach, FL.
- Wang, H.,** & Wellman, B. w/ Cole, J. I., & Suman, M. W. (2007, June). *Solitude, participation or transformation? Unraveling the American myth of social isolation and networking in the age of the Internet*. Paper presented at the Communities & Technologies International Conference, East Lansing, MI.
- Wang, H.,** & Andersen, P. A. (2007, May). *Computer-mediated communication in relationship maintenance: An examination of self-disclosure in long-distance friendships*. Paper presented at the International Communication Association annual conference, San Francisco, CA.
- Ritterfeld, U., Shen, C., **Wang, H.,** Nocera, L., & Wong, W. L. (2007, May). *Interactivity and enjoyment*. Panel discussion on dimensions and determinants of video game enjoyment at the International Communication Association annual convention, San Francisco, CA.

- Wang, H.**, w/ Ritterfeld, U., Ratan, R., & Shen, C. (2007, May). *Serious games and seriously fun games: Can they be one and the same?* Paper presented at the Annenberg Workshop on Games for Learning, Development & Change, Los Angeles, CA.
- Wang, H.** (2006, January). *This is my professional life: A study of telephone survey interviewers in social science research.* Paper presented at the Hawaii International Conference on Arts and Humanities, Honolulu, HI.
- Wang, H.**, & Andersen, P. A. (2004, October). *Self-disclosure in long-distance friendship: A comparison between face-to-face and computer-mediated communication.* Paper presented at the National Communication Association annual convention, New York.
- Wang, H.** (2003, November). *Computer-mediated compliance: An experimental study on the influence of language intensity and email announcement responses.* Paper presented at the National Communication Association annual conference, Miami, FL.
- Wang, H.** (2003, April). *Celebrating Benzene sisterhood: An online ethnographic study on long-distance female friendship.* Paper presented at the BINACOM annual conference, San Diego, CA.
- Wang, H.** (2001, July). *China, from the eyes of Japanese youth.* Paper presented at the International Conference on Cross-Cultural Communication, Hong Kong, China.

## **WORKSHOP & CONSORTIA PARTICIPATION**

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- Trauma-Sensitive Research and Evaluate: Why and How Trauma Stories Matter, Indianapolis, October 2023
- Designing Adequately Powered Cluster and Multisite Randomized Trials to Detect Main Effects, Moderation, and Mediation, Indianapolis, October 2023
- Introduction to Equitable Systems Change Evaluation Framework: Theory and Practice, Indianapolis, October 2023
- Collaboratory for Data Equity, Social Healing, Inclusive Futures and Transformation (CODE^SHIFT) symposium, New House School for Public Communications, Syracuse University, November 2022
- Wisdom 2.0 Virtual Conference on Mindfulness, Technology, and Social Justice, April 2021
- UTEP Workshop to Focus on Productivity Theory of Liberating Structures, March 2020
- 8-Week Applied Mindfulness-Based Stress Reduction Training, Buffalo, January-March 2020
- Storytelling for Influence, IDEO U, April 2019
- KnowInnovation Air Quality Ideas Lab, University at Buffalo, June 2017
- KnowInnovation Food Equity Ideas Lab, University at Buffalo, January 2017
- Liberating Structures: Creating a Culture of Innovation, Omega Institute, June 2015
- Workshop on "The Positive Deviance Approach," University of Oxford, UK, April 2015
- Agent-Based Modeling Bootcamp for Health Researchers, Saskatoon, Canada, August 2014
- Social Network Analysis Workshop, Sunbelt International Social Network Conference, St. Pete Beach, February 2014

## TEACHING

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Faculty Instructor, Department of Communication, University at Buffalo

*Undergraduate courses:*

COM199 <sup>†</sup>	Entertainment-Education: Pop Culture with a Purpose!
COM240*	Survey of Mass Communication
COM249*	Mass Communication Theory
COM337*	Communication Theory
COM360/481	Social Network Analysis
COM466	Entertainment-Education: Health Promotion through Storytelling
COM458	Artificial Intelligence as a Medium and Communicator
COM459	The Triad of Wellbeing: Connecting Human, Nature, and AI

*Graduate courses:*

COM515*	Theoretical Foundations in Communication I
COM517*	Theoretical Foundations in Communication II/Applied Theory Testing
COM521	Artificial Intelligence as a Medium and Communicator
COM523	The Triad of Wellbeing: Connecting Human, Nature, and AI
COM629 <sup>#</sup>	Entertainment-Education for Health Promotion and Social Change
COM629	Communication Technologies in Everyday Life
COM632	Communication Technologies for Wellness Promotion
COM682 <sup>#</sup>	Audience Analysis and Program Evaluation

\* Required core courses in the Department of Communication curriculum

<sup>#</sup> Eligible for the "Communication Campaigns" Micro-Credential

<sup>†</sup> Part of the 3-credit UB Seminar Curriculum for freshman and transfer students

Teaching Assistant, Annenberg School for Communication, University of Southern California

COMM200	Communication as a Social Science
COMM202	Introduction to Communication Technology
COMM203	Introduction to Mass Communication
COMM301	Empirical Research in Communication

Graduate Teaching Associate, School of Communication, San Diego State University

COMM103	Introduction to Communication
COMM600B	Communication Research Methodologies
COMM620	Quantitative Methodologies and Research

### Guest Lectures

*Entertainment-education for health promotion and social change*, in COM500 Pro-Seminar, Department of Communication, University at Buffalo, NY, Fall, 2010-present

*Entertainment-education: The power of storytelling for social and behavior change communication*, in SPH410.656.01 Entertainment-Education for Behavior Change and Development,

- Department of Health Behavior and Society, Bloomberg School of Public Health, Johns Hopkins University, MD, April 1, 2024
- Entertainment-education: The power of storytelling for social and behavior change communication* in CM2039 Graduate Seminar “Entertainment Media and Social Change”, School of History, Culture and Communication, Erasmus University Rotterdam, the Netherlands, May 19, 2023
- Entertainment-education: The power of storytelling for social and behavior change communication*, in SPH410.656.01 Entertainment-Education for Behavior Change and Development, Department of Health Behavior and Society, Bloomberg School of Public Health, Johns Hopkins University, MD, April 5, 2023
- Utilizing social networks and digital technologies for health awareness campaigns*, in Collegiate Science and Technology Entry Program (CSTEP) Service-Learning for Campus Health Educators Program, University at Buffalo, NY, April 21, 2022
- Community mobilization and COVID-19 response in India*, in COM620 Health Communication Graduate Seminar, George Mason University, VA, April 7, 2022
- Entertainment-education: The power of storytelling and emerging media for health communication*, in COS651 Graduate Seminar “Survey of Health Communication”, School of Communication, University of Miami, FL, September 29, 2021
- Transmedia edutainment for health promotion and social change*, in INF 2332 Graduate Seminar “Information Behavior”, Faculty of Information (iSchool), University of Toronto, Canada, May 30, 2019
- A conversation with E-E IBCOM students on East Los High and MKBKSH*, in CM2039 Graduate Seminar “Entertainment Media and Social Change”, School of History, Culture and Communication, Erasmus University Rotterdam, the Netherlands, March 21, 2019
- Exploring the nature of networked individuals*, in COM205 “Research Methods”, Department of Communication, University at Buffalo, NY, April 9, 2013
- Applications/uses of gaming, social media for health*, in CHB 599 Graduate Seminar “Independent Readings on Technology for Behavior Assessment and Intervention”, Department of Community Health and Health Behavior, School of Public Health & Health Professions, University at Buffalo, NY, March 20, 2013
- Gaming for fun and beyond*, in SOC356 “Technology and Society”, Department of Sociology, University of Toronto, Canada, September 30, 2011
- From eHealth to iHealth: New media and health interventions*, in CHB602 Graduate Seminar “Principles of Community Health and Health Behavior”, Department of Community Health and Health Behavior, School of Public Health & Health Professions, University at Buffalo, NY, March 31, 2011
- Social gaming, networked play, and online communities*, in SOC356 “Technology and Society”, Department of Sociology, University of Toronto, Canada, March 24, 2011
- The entertainment-education strategy in health communication campaigns*, in COM633 Graduate Seminar “Health Communication Campaigns”, Department of Communication, University at Buffalo, NY, November 30, 2010

*Meaningful play: Food for thought for digital health game designers*, in CTIN492 “Experimental Game Topics: Health and Interactive Media”, School of Cinematic Arts, University of Southern California, CA, February 16, 2010

*The power of entertainment-education*, in Graduate Seminar “Health and Media”, School of Journalism and Mass Communication, University of Iowa, IA, December 1, 2009

*Health communication and promotion through digital entertainment and social media*, in COMM620 Graduate Seminar “Communication Technology for Health and Social Services”, Annenberg School for Communication & Journalism, University of Southern California, CA, November 18, 2009

*Introduction to Qualtrics: A web survey tool for research*, in COMM552 Graduate Seminar “Research Methods in Communication II”, Annenberg School for Communication & Journalism, University of Southern California, CA, February 12, 2009

*Serious games: Meaningful play in the digital network society*, in COMM402 “Public Communication Campaigns”, Annenberg School for Communication & Journalism, University of Southern California, CA, November 17, 2008

*Digital games beyond entertainment: Possibilities, challenges, and lots of open-ended questions*, in CMGT583 Graduate Seminar “Social Marketing and Entertainment-Education”, Annenberg School for Communication & Journalism, University of Southern California, CA, April 15, 2008

### **Graduate Advisor**

Tianna Flavius-Stephen (9/2023-5/2024)  
Yuren Ji (9/2022-5/2023)  
Daniel Kulesza (9/2022-12/2022)  
Emma Barrett (2/2022-5/2022)  
Huiting Claire Liu (8/2021-4/2022)  
Sneha Gupta (1/2020-6/2022)  
Prerna Shah (8-12/2020)  
Anita Kuei-Chun Liu (8-12/2020)  
Wen-Tao Lu (9/2018-5/2020)  
Yifan Liu (9/2018-5/2020)  
Matthew Vollmer (9-12/2019)  
Zhuohui Yang (9/2018-5/2019)  
Juliet Parris (9/2017-5/2019)  
Zhiying Yue (8/2016-12/2018)  
Sixiao Liu (1/2016-5/2018)  
Hong Zhu (8/2015-8/2016)  
Chris Chu (8/2015-5/2016)  
Yishin Wu (4/2014-5/2018)  
Julia Weiss (8-12/2013)  
Ji Hye Choi (8/2011-5/2018)  
Hsin Lin (8/2011-12/2012)  
Jian Rui (8/2010-8/2012)  
Georges Khalil (8/2010-6/2015)

## **Ph.D. Dissertation Committee Chair**

Yishin Wu, Department of Communication, University at Buffalo (4/2014-6/2018)

*"BREAKAWAY: Examining the educational potential of using a narrative-based digital game for bullying prevention"* Currently Ed.D. candidate of Learning Design and Leadership, University of Illinois at Urbana-Champaign (8/2018-present)

Ji Hye Choi, Department of Communication, University at Buffalo (5/2013-6/2018)

*"Brain as a predictor of learning in entertainment-education: An event-related potential (ERP) study"*, Currently Research Professor, Graduate School of Interaction Design, Hallym University, South Korea (1/2019-present)

Georges Khalil, Department of Communication, University at Buffalo (12/2012-6/2015)

*"How does the user experience lower intention to smoke? A randomized controlled trial of a web-based smoking prevention program for adolescents"*, NCI Pre-Doctoral Fellow (12/2012-6/2015) and NCI Post-Doctoral Fellow (7/2015-4/2018), MD Anderson Cancer Research Center, Houston, TX; K99 Award (4/2018-4/2020), National Institute on Drug Abuse; Currently Assistant Professor (tenure-track) at University of Florida, College of Medicine, Department of Health Outcomes & Biomedical Informatics (8/2020-present)

## **M.A. Thesis Committee Chair**

Juliet Parris, Department of Communication, University at Buffalo (08/2017-5/2019)

*"Personality traits, psychological trauma, and selective exposure to gun violence in media"*  
- Previously a communications intern at PCI Media, global headquarter in NYC  
- Currently a full-time employee at a data science company Callisto Media

Zhiying Yue, Department of Communication, University at Buffalo (10/2016-5/2017)

*"Don't Respond to Strangers: Using television drama as entertainment-education to tackle domestic violence in China"*  
- Currently PhD candidate, Department of Communication, University at Buffalo

Sixiao Liu, Department of Communication, University at Buffalo (8/2016-5/2017)

*"Dad, Where Are We Going? Analyzing the popular Chinese reality TV show from a communication perspective"*  
- PhD student in Department of Communication, University at Buffalo (08/2017-07/2021)  
- Currently post-doctoral fellow at The University of Pennsylvania

Hsin Lin, Department of Communication, University at Buffalo (12/2011-12/2012)

*"Avatar creation in virtual worlds: Behaviors and motivations"*  
- Previously Digital Data Analyst at Google  
- Currently Digital Entertainment Analyst at Disney

## **M.A. Applied Graduation Project Supervisor**

Tianna Flavius-Stephen, Department of Communication, University at Buffalo (1/2024-5/2024),

*"What does it mean to be social media influencers? Opportunities, responsibilities, and impacts"*

Yuren Ji, Department of Communication, University at Buffalo (8/2022-5/2023),

*"Bad to be sad and mad? A narrative analysis of major mental health storylines in Grey's Anatomy"*

Emma Barrett, Department of Communication, University at Buffalo (1/2022–5/2022), “*Amplifying popular social impact entertainment programs through transmedia edutainment*”  
Anne Daigler, Department of Communication, University at Buffalo (12/2020–8/2021), “*Grey’s Anatomy: On and Off Screen*”  
Wen-Tao Lu, Department of Communication, University at Buffalo (1/2020–5/2020), “*Data storytelling: A portfolio of Tableau visualizations for effective information presentation*”  
Yifan Liu, Department of Communication, University at Buffalo (1/2020–5/2020), “*Yasmin: How an ad campaign turned into a sex ed revolution in China*”

#### **Ph.D. Dissertation Committee Member**

Gavin Raffloer, Department of Communication, University at Buffalo (5/2025-present)  
Tahleen Lattimer, Department of Communication, University at Buffalo (8/2021-5/2025)  
Michael Hauer, Dornsife School of Public Health, Drexel University (8/2021-5/2023)  
Melissa Moore, Department of Communication, University at Buffalo (8/2020-6/2021)  
Zhiying Yue, Department of Communication, University at Buffalo (1/2020-5/2022)  
Haoran Chu, Department of Communication, University at Buffalo (9/2017-5/2019)  
Yishin Wu, Department of Communication, University at Buffalo (9/2013-4/2014)  
Seyoung Lee, Department of Communication, University at Buffalo (8/2013-8/2016)  
Yixin Chen, Department of Communication, University at Buffalo (12/2012-5/2014)  
Jian Rui, Department of Communication, University at Buffalo (8/2012-5/2014)  
Youngsun Kwak, Department of Communication, University at Buffalo (1/2012-12/2016)  
Kyle Reinson, Department of Geography, University at Buffalo (8/2011-5/2012)  
Joseph Loporcaro, Department of Communication, University at Buffalo (9/2010-5/2012)

#### **M.A. Thesis Committee Member**

Allie Vuich, Department of Communication, University at Buffalo (5/2022-8/2022)  
Devin Forde, Department of Communication, University at Buffalo (11/2020–6/2021)  
Daniel Lee, Department of Communication, University at Buffalo (1/2019-6/2019)  
Si Chen, Department of Communication, University at Buffalo (9/2010-8/2011)  
Dan Zhou, Department of Communication, University at Buffalo (9/2010-5/2011)

#### **Guided Student Publications**

Khalil, G. E., Beale, I. L., Chen, M., Prokhorov, A. V. (2016). A video game promoting cancer risk perception and information seeking behavior among young-adult college students: A randomized controlled trial. *JMIR Serious Games*, 4(2), e13. <http://games.jmir.org/2016/2/e13>  
Quagliata, A. B. (2015). University festival promotes STEM education. *Journal of STEM Education*, 16(3), 20-23.  
Khalil, G. E. (2012). When losing means winning: The impact of conflict in a digital game on young adults’ intentions to get protected from cancer. *Games for Health Journal: Research, Development, and Clinical Applications*, 1(4), 279-286.

## **Independent Studies**

Zhiying Yue, “*Trends related to intimate partner violence among international college students: Information gaining, self-reported victimization, and academic impact*” (Spring 2019)

Sixiao Liu, “*Health information seeking among young Latino students*” (Fall 2017)

Rudy Johnson, “*Campaigning for Breakaway – A social impact game on violence against women/girls*” (Spring 2014) Presented at the 2014 Celebration of Academic Excellence, Center for Undergraduate Research & Creative Activities, University at Buffalo

Ji Hye Choi, “*Digital gaming and health promotion: On smoking cessation*” (Spring 2013)

Georges Khalil, “*Students’ reactions to a health digital game*” (Fall 2011)

Youngsun Kwak, “*Credibility assessments of consumer product reviews: The effects of personal involvement and information processing ability*” (Fall 2011)

## **Supervised Teaching**

Dana Himoff, undergraduate student (2013 Fall)

Ji Hye Choi, graduate student (2013 Spring)

Jami Gallant, undergraduate student (2013 Spring)

Yishin Wu, graduate student (2012 Fall)

Hsin Lin, graduate student (2012 Spring)

Deya Roy, graduate student (2011 Spring)

## **PROFESSIONAL AFFILIATIONS**

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International Communication Association (ICA)

National Communication Association (NCA)

American Public Health Association (APHA)

American Evaluation Association (AEA)

## **PROFESSIONAL COMMUNITY SERVICE**

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### **Honorary Appointments**

Expert Panelist, Social Sciences and Humanities Research Council – Government of Canada, 12/2025-3/2026

Visiting Senior Researcher, the Inland School of Business and Social Sciences and the Center for Public Innovations, Inland University of Applied Sciences, Norway, 11/16/2022-present

Scientific Advisor, “Reducing violent radicalization and political polarization through entertainment-education”, La Benevolencija, Founding Director and CEO: George Weiss, 9/23/2022-present

Scientific Advisor, “Using Animations for COVID-19 Vaccine Promotion among Tweens”, Welfie, Co-Founder and CMO: Susan McLennan, 2/28/2022

Scientific Advisor, “Animations for Engagement and Learning”, Big Bad Boo Studios, Co-Founder and CEO: Aly Jetha, 9/22/2021

Co-Director of Public Engagement, "Climate Justice and Solutions Network", PI: Edward Mailbach, George Mason University, 6/24/2021

Scientific Advisor, Civic Health Project (a grant maker and incubator focused on reducing toxic partisan polarization and a funder of the Center for Entertainment & Civic Health), Director of Operations: Ann Reidy, 2/16/2021

Advisory Board Member, "Immersive Media Technology Experiences", eSHARE consortium led by the Centre for Quantifiable Quality of Service in Communication Systems (Q2S), PI: Andrew Perkis, Norwegian University of Science and Technology, Norway, 9/23/2012–1/31/2013

Advisory Board Member, "Digital Infrastructures: Access and Use in the Network Society" (DINS), Canadian GRAND Network Centre for Excellence, PI: Barry Wellman, University of Toronto, Canada, 9/1/2010–3/31/2013

### **Reviewer for Tenure and Promotion**

University of Toronto, Institute of Communication, Culture, Information and Technology

Ohio University, Scripps College of Communication

### **Conference Services**

Chair, Narrative Communication in Health Promotion session, International Communication Association annual meeting, Toronto, Canada, 2023

Co-Organizer, Pre-Conference on Innovations in Narrative-Based Intervention Design, Development & Evaluation, International Communication Association, San Diego, CA, 2017

Conference Program Committee Member, International Conference on Social Media & Society, Toronto, Canada, 2017 & 2022

Conference Theme Chair, International Communication Association, Seattle, WA, 2014

Co-Organizer, Pre-Conference on Liberating Structures, International Communication Association annual convention, Seattle, WA, 2014

Co-Organizer, Annenberg International Conference on Games for Learning, Development & Change, University of Southern California, Los Angeles, CA, 2007

Conference Reviewer, Social and Behavior Change Communication Global Summit/  
International Conference on Entertainment-Education/Social Media & Society/  
International Communication Association/National Communication Association, 2009-present

### **Invited Talks**

*Rescripting Our AI Stories*. Center for Digital Narrative, University of Bergen, Norway, May 12, 2026.

*A Quest for Ocean Avatars: Diving into the Norwegian Deep*. Department of Media and Communication, University of Oslo, Norway, April 17, 2026.

*A Quest for Avatars of Our Time*, Fulbright Winter Seminar hosted by the U.S.-Norway Fulbright Foundation for Educational Exchange in Oslo, Norway, February 9, 2026.

*Beyond "Turtles and Peacocks": Co-creation with Immigrant and Refugee Communities*. CODE^SHIFT Research Symposium, Othered Immigrants: Inclusive Storytelling for Well-Being, Advocacy,

and Counternarratives, Newhouse School of Publication Communications, Syracuse University, NY, April 5, 2024.

*Entertainment-education: Using narrative engagement and emerging technologies to promote sexual and reproductive health.* IAD Days, Institute for Artificial Intelligence and Data Science, University at Buffalo, NY, April 27, 2022.

*Social change in the new media landscape*, the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH (similar to USAID), Germany, January 19, 2022

*BREAKAWAY research design and implementation of virtual youth camp in Guatemala*, Best Practices Research Series, Population Media Center global headquarters, South Burlington, VT, November 18, 2021

*Inclusive and engaged learning through liberating structures*, SUNY Center for Professional Development, Online Teaching Technology & Educational Resources Institute invited speaker, <https://www.youtube.com/watch?v=735r3fl7iEo>, August 13, 2021

*From Hollywood to Bollywood: Transmedia edutainment for health promotion and social change*, Department of Communication, Portland State University, OR, January 8, 2021

*Flip the story: An innovative approach to creating and evaluating Main Kuch Bhi Kar Sakti Hoon (I, A Woman, Can Achieve Anything)*, Webinar hosted by the Population Foundation of India with global funders such as Gates Foundation and the World Bank and hundreds joining around the world, New Delhi, India, July 7, 2020

*From Sesame Street to RYMBI: Leveraging engaging stories to empower refugee youth*, the International Rescue Committee headquarters, New York, NY, March 12, 2019

*BREAKAWAY: An entertainment-education digital game for bullying prevention?* Alberti Center for Bullying Abuse Prevention, University at Buffalo, NY, November 7, 2018

*RYMBI: Human-centered design to promote sexual and reproductive health education, referrals, and services in Clarkston, GA*, Advocates for Youth and the International Rescue Committee health communication strategy meeting, Washington, DC, May 14, 2018

*Tackling the wicked questions about sexual and reproductive health promotion among refugees in the United States*, Asian Institute of Technology, Bangkok, Thailand, April 11, 2018

*Juntos: A Neighborhood Storytelling and Action Network for Latino Youth*, Advocates for Youth and the International Rescue Committee health communication strategy meeting, Washington, DC, December 12, 2017

*Unfurling the Voicebook of Main Kuch Bhi Kar Sakti Hoon*, The Change Designers Workshop on Innovations for Social, Organizational & Behavior Change, New Delhi, India, July 10, 2017

*Dare to evoke! Narrative-based communication strategies for health promotion and behavior change*, Global Health Equity Ideas Lab, University at Buffalo, NY, June 12, 2017

*Global Health Research*, 7<sup>th</sup> Annual Global Health Day, University at Buffalo, NY, March 31, 2017

*Positive deviance and organ donation*, Sunrise talk at The Positive Deviance Global Summit, Copenhagen, Denmark, November 2, 2016

*Positive Deviance by the Numbers*, Invited speaker at the opening panel, The Positive Deviance Global Summit, Copenhagen, Denmark, November 1, 2016

*The art and science of experiencing TV drama in the digital age*, Department of Communication and Media Studies, Hanover University of Music, Drama, and Media, Hanover, Germany, October 27, 2016

*East Los High: Transmedia edutainment for health promotion and behavior change*, Center for Media & Health, Gouda, the Netherlands, October 26, 2016

*East Los High: Transmedia Edutainment for Health Promotion and Behavior Change*, the “Health Communication Matters!” Webinar “From fotonovela to beyond webnovela: The power of storytelling for health promotion” co-hosted by American Public Health Association’s Health Communication Working Group and Community Planning and Policy Development Sections and UC Berkeley Center for Global Public Health, September 14, 2016

*Communications for Social and Behavior Change: Where Are We Today?* Invited speaker at the opening panel, and facilitator of group discussion on “Evidence, Replication & Scaling-up” at the Convening of “Investments in Entertainment Education as a way to catalyze and sustain social and behavior change” co-hosted by the Rockefeller Foundation, the Population Foundation of India, the Bill & Melinda Gates Foundation, the Ford Foundation, UNFPA, and UNICEF, New York, NY, July 12, 2016

*East Los High: Promoting teen pregnancy prevention and safe sex among young Latino Americans via entertainment-education transmedia storytelling*, invited session by Public Health Education and Health Promotion & Health Communication Working Group on the 21<sup>st</sup> century fotonovela, “from booklet to digital: lessons in developing, using, and evaluating this unique health communication tool for Latino communities” at the American Public Health Association annual meeting, Chicago, IL, November 3, 2015

*Evaluating the effectiveness of entertainment media on behavior change*, Global Public Health Film Festival, American Public Health Association annual meeting, Chicago, IL, November 2, 2015

*Digital games: The SECRET of alternative health realities*, Norwegian University of Science and Technology, Trondheim, Norway, September 24, 2012

*Digital games: The SECRET of alternative health realities*, St. Olavs Hospital (the largest research hospital in Europe), Trondheim, Norway, September 24, 2012

*Networked play to build personal wellness communities*, Health Communication Working Group solicited session on Social and Mobile Media to Improve Community and Individual Health at the American Public Health Association annual meeting, Washington DC, October 31, 2011

*The dancing bits and narrative symphony*, Storytelling for Sustainable Development Workshop, PCI-Media Impact, New York, NY, May 10, 2011

*Dancing to the bits: The dynamics of digital networked play and social change*, Research Colloquium, Department of Communication, University at Buffalo, NY, April 15, 2011

*Have fun and be well: Health promotion through entertainment and social media*, School of Public Health & Health Professions, University at Buffalo, NY, April 7, 2011

*Health communication and promotion through digital entertainment and social media*, School of Communication Studies, Kent State University, December 8, 2009

*Connected: The social transformations of communication technology in everyday life*, Department of Communication, University at Buffalo, NY, December 4, 2009

*Health communication and promotion through digital entertainment and social media*, School of Journalism and Mass Communication, University of Iowa, IA, December 2, 2009

### **Editorial Boards**

Associate Editor, *Communication & Science Journal* (3/2022-present)

Editorial Board Member, *Communication Monographs* (9/2021-present)

Guest Associate Editor, *Frontiers in Psychiatry*, public mental health special collection on “The Representation of Psychiatry and Mental Health in Popular Culture” (9/2022-5/2024)

Editorial Board Member, *Journal of Broadcasting & Electronic Media* (5/2018–5/2021)

### **Ad Hoc Reviewer**

#### ***Refereed Journals:***

##### *Academic Journals in Communication Science and related fields:*

*Communication Monographs; Journal of Communication; Communication Research; Human Communication Research; Journal of Computer-Mediated Communication; Computers in Human Behavior; Behaviour & Information Technology; New Media & Society; Information, Communication, & Society; Technology, Mind, and Behavior; Annals of the International Communication Association; Psychology of Popular Media; Journal of Broadcasting and Electronic Media; Mass Communication & Society; Journalism & Mass Communication Quarterly; International Journal of Communication; Journal of Children and Media; Health Communication; Journal of Communication in Healthcare; Environmental Communication; Creative Arts (entire special issue on entertainment-education); Journal of Media Psychology; Journal of Creative Communications; Social Networks; Social Science Computer Review; Gender, Technology & Development; Asia Pacific Media Educator; Oxford Bibliographies; International Journal of Emerging Technologies and Society; Journal of Interactive Marketing; Journal of Comparative Family; Sociology Compass*

##### *Academic Journals in Public Health and Health Informatics:*

*BMJ Digital Health & AI; Journal of Internet Medical Research; American Journal of Public Health; PLoS ONE; Global Health Promotion; Reproductive Health; Population Research and Policy Review; BMC Public Health; Health Education & Behavior; Nature-Human Behavior; Journal of Public Health; International Journal of STD & AIDS; Sex Education; Sexual and Reproductive Health Matters; Frontiers in Public Health*

#### ***Book Proposals:***

- *The Routledge Handbook of Communication, Social Justice, and Entertainment-Education*, 2023
- *Sweeter than honey: Harnessing the power of entertainment*, Routledge, 2022
- *Pedagogies of the popular: Critical perspectives on education and entertainment*, Peter Lang, 2011

#### ***Grant Proposals:***

- *CHANGES – Participatory storytelling for engaging youth in climate change action*, Social Sciences and Humanities Research Council (SSHRC), Canada, 2026
- *Using Power System Proficiency to Drive Sustainable Energy and Climate Mitigation Action*, Strategic Energy Research Consortium, Strategic Energy Alliance, Stanford University, 2020

- *Digital storytelling for social change, submitted to NOW*, The Steering Group Creative Industry of the Netherlands Organisation for Scientific Research, 2013

#### **Technical Reports:**

- *Social isolation, cohesion, or transformation? How Canadians' use of the Internet is shaping society* by the Science, Innovation, and Electronic Information Division of Statistics Canada, 2009

#### **University Services**

- Micro-Credential Review Committee member, 2018-present
- College of Arts and Sciences Data Analysis in Social Sciences committee member, 2021-2024
- Faculty Critic, UB Large Language Models in Education by Christopher Proctor, April 2, 2024
- Faculty Panelist, UB Vice Provost for Faculty Affairs Robert Granfield professional workshop on Promotion to Full Professor, October 24, 2023
- Mid-Career Workshop on Promotion to Full Professor with Vice Provost for Faculty Affairs, 2023
- Micro-Credential Search Committee member, 2019
- UB Addiction Initiative Educational Strategy Subcommittee member, 2016

#### **Departmental Services**

- Director of Graduate Studies, Fall 2021-Fall 2024
- Applied Master's Program committee member, Fall 2017-present
- Qualtrics Departmental Administrator, 2012-present
- Breathing Together Mindfully (BTM), Mindfulness Practice Facilitator, Spring 2021
- New Clinical Faculty Search Committee member, 2020
- New Faculty Search Committee member, 2019
- UB-SIM New Lecturer Search Committee member, 2019
- Organizer of Department Brown Bag Research Colloquium, Fall 2017
- UB-SIM New Lecturer Search Committee member, 2016
- New Faculty Search Committee Chair, 2014
- Graduate Student Admission Committee member, 2012, 2014
- New Faculty Search Committee member, 2011, 2012

#### **MEDIA COVERAGE**

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Featured in: Anzalone, C. (2025, June 9). [Six UB faculty receive Fulbright Scholar awards. Hua "Helen" Wang Named Fulbright Scholar](#). *UBNow*.

Promoted by [Climate Psychiatry Alliance, Planetary Health Alliance, Harvard Global Health Institute, and Yale Program on Climate Change Communication](#) through social media and newsletters (2023, February 8-28) on *Coping with Eco-anxiety*.

Featured in: Baillie, S. (2022, September 28). [The Future of Sex Education](#). *Ms. More Than a Magazine, A Movement*.

Mentioned in: DeVries, K. O. (2022, June 15). [The Drum Beat 812 newsletter on Social Norms, Equity, and Gender](#) by The Communication Initiative Network.

Featured in: Baillie, S. (2022, May 2). Educational Entertainment: An interview with Dr. Helen Wang, [Contraception Convos: Sex Ed](#) by Population and Sustainability Program of the Center for Biological Diversity.

Research featured in: Gambini, B. (2022, February 22). Chatbot provides safe space to learn about sexual reproductive health, [UB Now](#) [also on [UK Today](#), [NewsWise](#), and [MedicalXpress](#)]

Research featured in: UB Institute for Artificial Intelligence & Data Science (2022, February 7). [IAD Insights: Research Highlights](#).

Research featured in: DeVries, K. O. (2022, January 20). An artificial intelligence chatbot for young people's sexual and reproductive health in India (SnehAI): Instrumental case study. *The Health Social Change and Behaviour Change Network in partnership with Breakthrough ACTION at [The Communication Initiative Network](#)* with 100,000 subscribers who are interested in media and communication for development, social and behavioral change.

Research featured in: DeVries, K. O. (2022, January 6). Communication infrastructure and community mobilization: The case of Gram Vaani's COVID-19 response network for the marginalized in India. *The COVID-19 Communication and Community Engagement HUB at [The Communication Initiative Network](#)*.

Featured in: Nasruddin, F. A. (2021, December 15). The role-modelling power of storytelling: Interview with Heleh Wang on how edutainment can help to shift norms. [ALiGN](#) (Advancing Learning and Innovation on Gender Norms).

Quoted by Gambini, B. (2021, May 26). UB experts weigh in on how to reduce COVID-19 vaccine hesitancy. [UB Now](#).

Quoted by: Collins, T. (2021, April 7). Have social platforms reached their peak? Pew survey shows little user growth since last year. [USA Today](#).

Research project featured in: [UB NOW](#) (2021, February 10). CTSI translational pilot studies program awards 13 new grants for 2021-22.

Featured in: [UB News](#) (2020, April 1). Essential Media Literacy Tips: COVID-19.

Featured in: Nussbaulmer, N. (2020, March 17). Six Essential media literacy skills for COVID-19 and other crises. [Buffalo Rising](#).

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